

# A Profound Research on Purchasing Behaviour of Female Towards Online Shopping of Apparels in Coimbatore City

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## Abstract

The modern development of e-commerce and consumer's growing attention in purchasing through internet has radically distorted the scenery of Indian online trade industry. Online shopping becomes a mode of life for Indians especially working women. Indian online market is expected to increase from US\$ 39 billion in 2017 to US\$120 billion in 2020, growing at an annual rate of 51%. The recent emergence of online shopping is the hub to the consumers who are interested in purchasing online. The current research aims at analyzing the factors that induce the female buyers to shop online and their intension towards online-shopping. The study identified various barriers which affect online purchase by females towards apparels. From the widespread literature assessment, factors influencing the female customer purchase intentions and attitudes were identified through structured questionnaire method. From the study it has been found about female consumer demographics and purchase intentions to buy goods online and how the online market will be in future. The suggestions were given to the customers and the online retailers to the successful business.

## Article History

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This paper presents a vast comparative study of various different techniques used for banana yield. The data mining algorithm that is used for the banana yield is K-Means.

**Keywords:** Apparels; Consumers; Demographics; Online retailers; Purchase intention.

## I. INTRODUCTION

Online shopping has the tremendous growth of purchasing products through internet from the seller. People are attracted towards making use of internet for purchasing products. There are different types of search engine that are available now a days to find out the unique collection of apparels and the discounted price that are available in the internet. In the competitive market, many companies using this marketing

technology had upgraded themselves towards the people for shopping of goods and any how drawbacks available based on the delivery of product (Quality, Size, Color, payment mode) that are to be avoided and enjoy the benefits of Online shopping.

### Objectives

- To study about female customer perception towards online shopping.

- To know about consumer purchasing behavior of female customers shopping apparels through online.
- To find out the factors affecting online shopping of apparels by female consumers.

#### *Scope of the Study*

The profound review focused on online shopping towards apparels by the female customers. The study has the respondents belong to different professionals, at different places, of female, with different level income groups and different age groups. This has been done by preparing a questionnaire, which questions from the respondents that are age, income level, frequency of purchase, factors influencing and affecting online shopping and also benefit gained by the online business retailers.

#### *Statement of the Problem*

Even though online shoppers have the benefits, they are also way for the internet fraud in certain situations. The main drawback of online purchasing is quality cannot be checked while shopping and delivery of products is fixed by the retailer and online payment security. Based on the trust females purchase the products through online.

## **II. REVIEW OF LITERATURE**

**PushpakSinghal, SupriyoPatra (2018)** The study said that respondents mainly focussed on the convenience factor of placing an order staying at home is much comfortable without moving to the market and look for the required products. People generally seem for convenience and quick delivery for purchasing online. Mainly people ask many of the retail sshop before making the ultimate purchase.

**Santhi.V, NandaGopal. L (2018)** The study focus on factors that influence consumers for online purchasing and the factors that influencing female consumers to shop through online will help retailers to achieve the competitive benefit more than the others. We forecast that our conclusion will give a clear proposal and ample

move to online marketers which help them recognize the particular factors that influence female consumers to shop over internet, so they can rise up their business to provide the need of online shoppers.

**Vikash, Vinod Kumar (2017)** The study said that perception of the customers are encouraging towards online shopping. Online shopping has tremendous possible and more and more business are going to add in online platform to offer extended E-Business to the customers. However they will have to offer value to the customers to prolong in the long run

**Pawan Kumar (2017)** The study shows that the result concluded that the customers of particular district are very much attracted towards its trend and branded Fashion apparels. Although they are limited through various monetary aspects like particular individual income immobile they are very greatly fascinated towards branded apparels and they are modernized well.

## **III. RESEARCH METHODOLOGY & RESULTS**

#### *Research Design*

The Research Design that used for analyzing the information is descriptive research design. It is otherwise known as explanatory design. The descriptive study is typically concerned with determining frequency with which relationship occurs or how two variables vary between them.

#### *Sample Size*

The researchers have chosen the sample size to be 100 from female customers

#### *Sampling Method*

The researchers have taken convenience sampling method among the female customers in Coimbatore for collecting the response.

#### *Tools for Analysis*

The appropriate tools will be used for analysis

#### *Percentage Analysis:*

It refers to special category of proportion. It is worn to make comparisons between two or more

series of data. Percentages can be used to describe the relationships.

$$\text{Percentage} = \frac{\text{Respondents}}{\text{Total No of Respondents}} \times 100$$

### Chi-Square Test

A Chi-Square test is any statistical hypothesis test wherein the sampling distribution when the null hypothesis is true. It is often construct from a sum of squared errors, or through the same variance.

Formula for Chi-Square Analysis =  $\sum (O-E)^2/E$

Where, O- Observed Value  
E- Expected Value

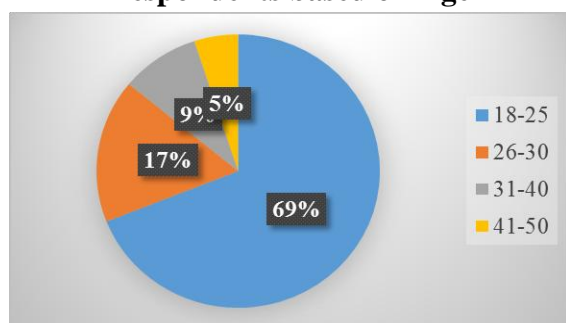
### Percentage Analysis:

Respondents Based on Age					
S. No	Particulars	Frequency	Percent	Valid %	Cumulative
1	18-25	69	69	69	69
2	26-30	17	17	17	86
3	31-40	9	9	9	95
4	41-50	5	5	5	100
5	Total	100	100	100	

### Interpretation

The above table Show that 69 Percentage of age respondent are above the 18-25; 17 percentage of Age respondent are above the 26-30; 9 Percentage of age respondent are above the 31-40; 5 percentage of age respondent are above the 41-50

### Respondents based on Age



### Inference

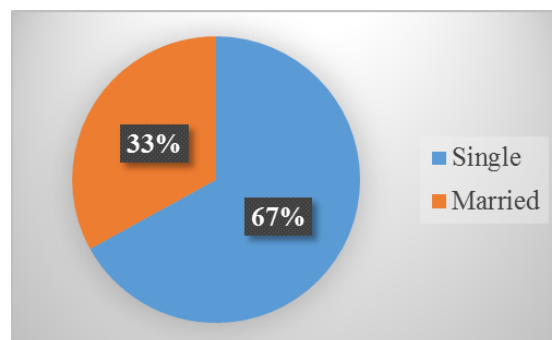
From the above chart show that 69% of the respondents are between 18-25 Years

Respondents based on Marital status					
S. No	Particulars	Frequency	Percent	Valid %	Cumulative %
1	Single	67	67	67	67
2	Married	33	33	33	100
3	Total	100	100	100	

### Interpretation

From the above table Show that 67 Percentage of respondents are Single; 33 Percentage are Married people.

### Marital status



### Inference

The above chart shows that 67% of the respondents are Single

### Chi-Square Test

Frequency of purchase * Factors influencing online shopping Cross tabulation					
	Factors				
	Convenience	Price	Saves Time	Variety	Total
Do not shop	0	1	0	2	3
Frequently	14	9	13	5	41
Rarely	7	1	6	14	28
Very Frequently	14	1	7	6	28
Total	35	12	26	27	100

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Person Chi-Square	23.909	9	.004
Likelihood Ratio	25.088	9	.003
No of Valid Cases	100		

Frequency of purchase * Factors influencing online shopping Cross tabulation						
	Factors					
Frequency of purchase	Convenience	Price	Saves Time	Variety	Total	
Do not shop	0	1	0	2	3	
Frequently	14	9	13	5	41	
Rarely	7	1	6	14	28	
Very Frequently	14	1	7	6	28	

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .36

#### Interpretation:

The calculated value  $0.004 < 0.05$ . Hence null hypothesis is accepted. So there is no significant relationship between frequency of online shopping of apparels and the factors influences the female customer purchase through online.

#### Inference

The test has proved that there is no significant relationship between frequent buying of apparels through online shopping and factors influence the female customer shopping through online.

### IV. CONCLUSION

Based on the research it is fulfilled that online shopping is popular in this younger generation. The study helped to know that what actually is female buying behaviour and what are the factors that influence the female purchasing behavior of apparels through online. It also helped to know about female's perception of positive and a negative impact on online shopping. The main obstacle in the practice of online shopping is the online payment security issue and little level of trust on internet retailers. As a result retailers have to construct proper idea to amplify the consumer's greater level of belief on online shopping towards apparels.

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